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PHILIP MORRIS

U.S.A.

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February 19, 1996

Mr. Darryl L. Mobley
MPI Coupon & Sampling
1500 W. El Camino Ave., Suite 355
Sacramento, CA 95833

Dear Darryl:

As we discussed please provide FSI *solo* costs for the markets listed below:

Market List #1 Slims		Market List #2 B+H	
Alabama	North Carolina	Alabama	Florida
California	South Carolina	California	New Orleans
Florida	Tennessee	Georgia	Texas
Maryland	Texas	Illinois	Washington, DC
Mississippi	Virginia	Mississippi	
New York		Missouri	

Cost out the following options for both market lists:

Option #1- Supplied Insert
- 4/color page, printed on two sides
- 4/color spread, printed on two sides

Option #2 - Insert printed by MPI
- 4/color page, printed on two sides
- 4/color spread, printed on two sides

Please provide the following information with the costs:

- Separate costs for Market List #1 & #2
- Include circulation by state for each market list
- Newspaper list for each market
- Itemized production costs

I look forward to discussing the above with you. Please call me at (212) 880-3516 with any questions.

Thank you.

Sincerely,

Karen

Karen Marryshow
Media Coordinator

cc: R. Schneider R. Simons

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